360 Business and Technology Platform & Results Multiplier

The 360 platform supports leaders with a "done for you" approach to strategy, alignment, implementation, and ongoing execution

THE GOAL IN OUR CASE STUDIES

Help our Clients to Accomplish their Key Objectives

100% — Of users report an improvement in alignment, accountability and action/execution

50-75% — Average improvement in alignment, accountability and execution

Extremely Effective — In terms of strategic planning, creating accountability, and driving long-term execution

>= Very Effective — In terms of facilitating decision making, visibility, planning, and alignment

"Execution360 has allowed our firm to get aligned on how we are performing today, the current bottlenecks, the opportunities, and the plan to address those items.

Our leadership team is on the same page, our team knows the plan, and we are accountable to what we need to do."

Culture, People & Team
Financial Forecasting
Systems & Software
Data & Analysis

Top Performing **ORGANIZATIONS**

Force Multiplier **RESULTS ALIGNMENT**

Visibility
Accountability
Adjustment
Cadence & Consistency

Waste Reduction **STRATEGY EXECUTION**

Alignment
Decision Making
Options & Projections
Implementation

Organizational Direction **STRATEGY DESIGN**

Case Study

High-End Agency Looks
To Drive Additional Revenue through Existing Operations

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Partner/COO

Date:	2016-Present	**Key Goal(s)**:
Revenue:	$1-5M Annual Revenue	Grow revenue 2x within 5 years without adding additional cost to the operation through sales process, hiring and marketing channels and align the leadership team
Key Leader:	COO	

Background

Company was a 20 plus year old agency that supported high value clients. The Company had recently gone through a change which separated it from a larger entity. The Company had multiple partners, rainmakers and had ~15 employees.   Most of the team was considered senior.

Key Problem

Production was driven primarily through one channel. This limited revenue (and profit) and created a potential future problem.   Within the businesses of the firm, there was also an opportunity to reduce wasted activity through the alignment of key stakeholders.

Key Objectives / Tactics

Keep key stakeholders aligned and simplify decision process

Change CRM and integrate new "methodology"

Drive new revenue through existing channels

Drive new revenue from an updated service offering

Key Plan / Strategy

The Company decided to implement a sales and marketing methodology designed to improve client performance within the firm. The methodology would also improve the sharing of information with the goal to reduce waste and improve performance within other channels.

Result

The company has developed and implemented a new sales infrastructure. The Company also successfully implemented new data/analysis/information programs which have resulted in greater team focus and an improved pipeline. In addition, the key stakeholders have been aligned and are consistently making adjustments toward their targets.

360: Key Metrics / KPIs

Financial:	Profit, 5 Year Growth Projections, Employee and Office Expenses, Business Type, Revenue from Service
Client:	Channel Performance, Pipeline Flow, Sales Mix, Staff Time %, Close Rate
Process:	Marketing Channel Results, Discovery and Action Plan Process, Capacity, Collaboration and Standardization
Team:	Alignment, Sharing of Vision/Mission, Coordination, HR Process Implementation, Incentives
Systems:	CRM Performance, Financial Reporting, Variance, $$ Tracking, Information Sharing